

## ORDER



Orders	Order / Rev:	166307
	Alt Order #:	06321683
	Product Desc:	ROMNEY 4 PRESIDENT
	Estimate:	
	Flight Dates:	09/19/12 - 09/25/12
	Original Date / Rev:	09/18/12 / 09/18/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>American Rambler Productions</b>
	<b>Buying Contact:</b>	<b>Stephanie Kincaid</b>
	<b>Billing Contact:</b>	
		<b>139 Conant Street</b>
		<b>Beverly, MA 01915</b>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>Poli/M Romney/R/Pres/US</b>
	<b>Demographic:</b>	<b>A35+</b>
	<b>Product Codes:</b>	<b>PL Candidate</b>
	<b>Priority:</b>	<b>LUR</b>
	<b>Revenue Codes:</b>	<b>AGY, POL, CAND</b>

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00 \_\_\_\_\_  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	54	\$26,095.00	\$22,180.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	54	\$26,095.00	\$22,180.75	0.00
<b>Totals</b>	<b>54</b>	<b>\$26,095.00</b>	<b>\$22,180.75</b>	<b>0.00</b>

### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WDJT-TV-LP	17%	\$26,095.00
Market	100%	\$153,500.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	26%	\$39,910.00
WITI	36%	\$55,260.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	21%	\$32,235.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	09/24/12	09/25/12	Morning News M-F 6a - 7a	DM	6a-7a	MT-----	:30	2	\$20.00	LUR	0.00	NM	2	\$40.00
				M-F 6a - 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2			\$20.00			0.00			
2	WDJT	09/19/12	09/21/12	Morning News M-F 6a - 7a	DM	6a-7a	--WTF--	:30	3	\$20.00	LUR	0.00	NM	3	\$60.00
				M-F 6a - 7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--		3			\$20.00			0.00			

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Advertiser: Poli/M Romney/R/Pres/US  
 Product Desc: ROMNEY 4 PRESIDENT  
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WDJT	09/19/12	09/21/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a --WTF--	:30	3	\$15.00	LUR	0.00	NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		3		\$15.00		0.00				
4	WDJT	09/24/12	09/25/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a MT-----	:30	2	\$20.00	LUR	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2		\$20.00		0.00				
5	WDJT	09/24/12	09/25/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a MT-----	:30	2	\$150.00	LUR	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2		\$150.00		0.00				
E 6	WDJT	09/19/12	09/19/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a --1----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--1----		1		\$300.00		0.00				
7	WDJT	09/19/12	09/21/12	News at Noon News at Noon	CM	12p-1230p --WTF--	:30	3	\$50.00	LUR	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		3		\$50.00		0.00				
E 8	WDJT	09/24/12	09/25/12	News at Noon News at Noon	CM	12p-1230p MT-----	:30	2	\$50.00	LUR	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2		\$50.00		0.00				
E 9	WDJT	09/24/12	09/25/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MT-----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2		\$250.00		0.00				
E 10	WDJT	09/19/12	09/21/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p --WTF--	:30	3	\$120.00	LUR	0.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		3		\$120.00		0.00				
E 11	WDJT	09/25/12	09/25/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-1-----		1		\$700.00		0.00				
E 12	WDJT	09/19/12	09/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --1----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--1----		1		\$400.00		0.00				
E 13	WDJT	09/24/12	09/25/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2		\$750.00		0.00				
E 14	WDJT	09/19/12	09/21/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		3		\$500.00		0.00				
E 15	WDJT	09/24/12	09/25/12	M-F Late News M-F Late News	CM	10p-1035p MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MT-----		2		\$750.00		0.00				
E 16	WDJT	09/19/12	09/21/12	M-F Late News M-F Late News	CM	10p-1035p --WTF--	:30	3	\$300.00	LUR	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		3		\$300.00		0.00				
17	WDJT	09/25/12	09/25/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$1,500.00	LUR	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	--WTF--		3		\$300.00		0.00				

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